



**MEGA MAN**  
FULLY CHARGED

STYLE GUIDE



For years, robots and humans have lived peacefully side by side in the futuristic, high-tech world of Silicon City. However, there are those who seek to destroy the balance. Malicious residents who believe that man and machine were never meant to coexist and mighty Robot Masters who wreak havoc on the city!

Luckily, Silicon City has a protector: Aki Light; a regular, upbeat schoolboy robot with a secret... Deep within his programming lie protocols that can transform him into the powerful hero, Mega Man!

Mega Man is equipped with impenetrable nano-core armor, a Mega Buster arm cannon and a gruff on-board pit-crew bot named Mega Mini. The Mega Buster allows Mega Man to replicate other robots' schematics – powers, personality quirks and all – often with unexpected and hilarious results.

Fully-charged adventures await as Mega Man goes head-to-head with the Robot Masters to protect the citizens of Silicon City. With his family at his side – his father and inventor, Dr. Light; human sister, Suna; and robo-hound Rush – Aki needs to learn to balance regular robot life with his responsibilities as an amazing superhero. It's time to get Meganized!







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**BRANDING**







MMFC\_LOGO\_CMYK.PSD



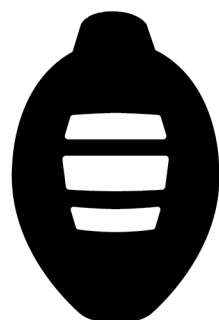
MMFC\_LOGO\_B&W.AI



MMFC\_LOGO\_GRAYSCALE.AI



PRIMARY PALETTE



PMS BLACK C  
C75 M68 Y67 K90



PMS 310 C  
C54 M0 Y10 K0



PMS 2728 C  
C84 M64 Y0 K0



PMS BLUE 072 C  
C100 M97 Y2 K2

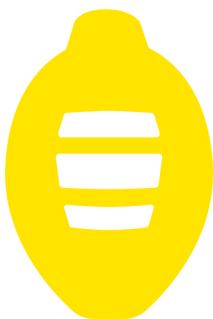
SECONDARY PALETTE



PMS 7621 C  
C21 M99 Y95 K12



PMS 485 C  
C1 M100 Y100 K0



PMS 107 C  
C0 M0 Y92 K0



PMS SILVER C

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BANK GOTHIC MEDIUM (HEADER FONT)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

0ARAME (BODY FONT)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**VIDEOTECH CLOSED** [CAPS ITALIC ONLY]  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

**BIGBANG** (voice font)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ALL FONTS CAN BE PURCHASED AT MYFONTS.COM







**CHARACTER ART**



AKI LIGHT



MMFC\_CA\_AKI.PSD

SUNA LIGHT



MMFC\_CA\_SUNALIGHT.PSD

RUSH



MMFC\_CA\_RUSH.PSD

CHARACTER ART ALSO IN VECTOR FORMAT





DR. LIGHT



MMFC\_CA\_DRLIGHT.PSD



MMFC\_CA\_DRLIGHT\_WRENCH.PSD

CHARACTER ART ALSO IN VECTOR FORMAT







MMFC\_CA\_MEGAMAN\_POSE\_01.PSD



MMFC\_CA\_MEGAMAN\_POSE\_02.PSD

CHARACTER ART ALSO IN VECTOR FORMAT







MMFC\_CA\_MEGAMAN\_POSE\_03.PSD



MMFC\_CA\_MEGAMAN\_POSE\_04.PSD

CHARACTER ART ALSO IN VECTOR FORMAT





MMFC\_CA\_MEGAMAN\_POSE\_05.PSD



MMFC\_CA\_MEGAMAN\_POSE\_06.PSD

CHARACTER ART ALSO IN VECTOR FORMAT





MMFC\_CA\_MEGAMAN\_POSE\_07.PSD



MMFC\_CA\_MEGAMAN\_POSE\_08.PSD

CHARACTER ART ALSO IN VECTOR FORMAT



FIRE SCHEMATICS VERSION 01



MMFC\_CA\_MEGAMAN\_FIREMODE\_01.PSD

FIRE SCHEMATICS VERSION 02



MMFC\_CA\_MEGAMAN\_FIREMODE\_02.PSD

CHARACTER ART ALSO IN VECTOR FORMAT



ICE SCHEMATICS



MMFC\_CA\_MEGAMAN\_ICEMODE.PSD

DRILL SCHEMATICS



MMFC\_CA\_MEGAMAN\_DRILLMODE.PSD

CHARACTER ART ALSO IN VECTOR FORMAT

HYPNO SCHEMATICS



MMFC\_CA\_MEGAMAN\_HYPNOMODE.PSD

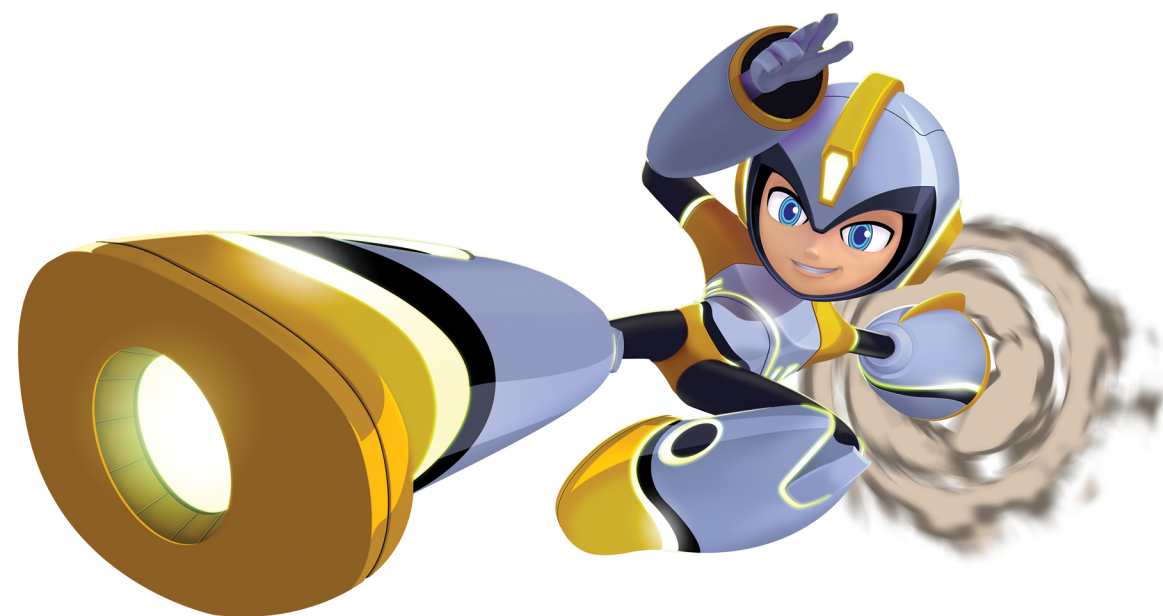
WOOD SCHEMATICS



MMFC\_CA\_MEGAMAN\_WOODMODE.PSD



AIR SCHEMATICS



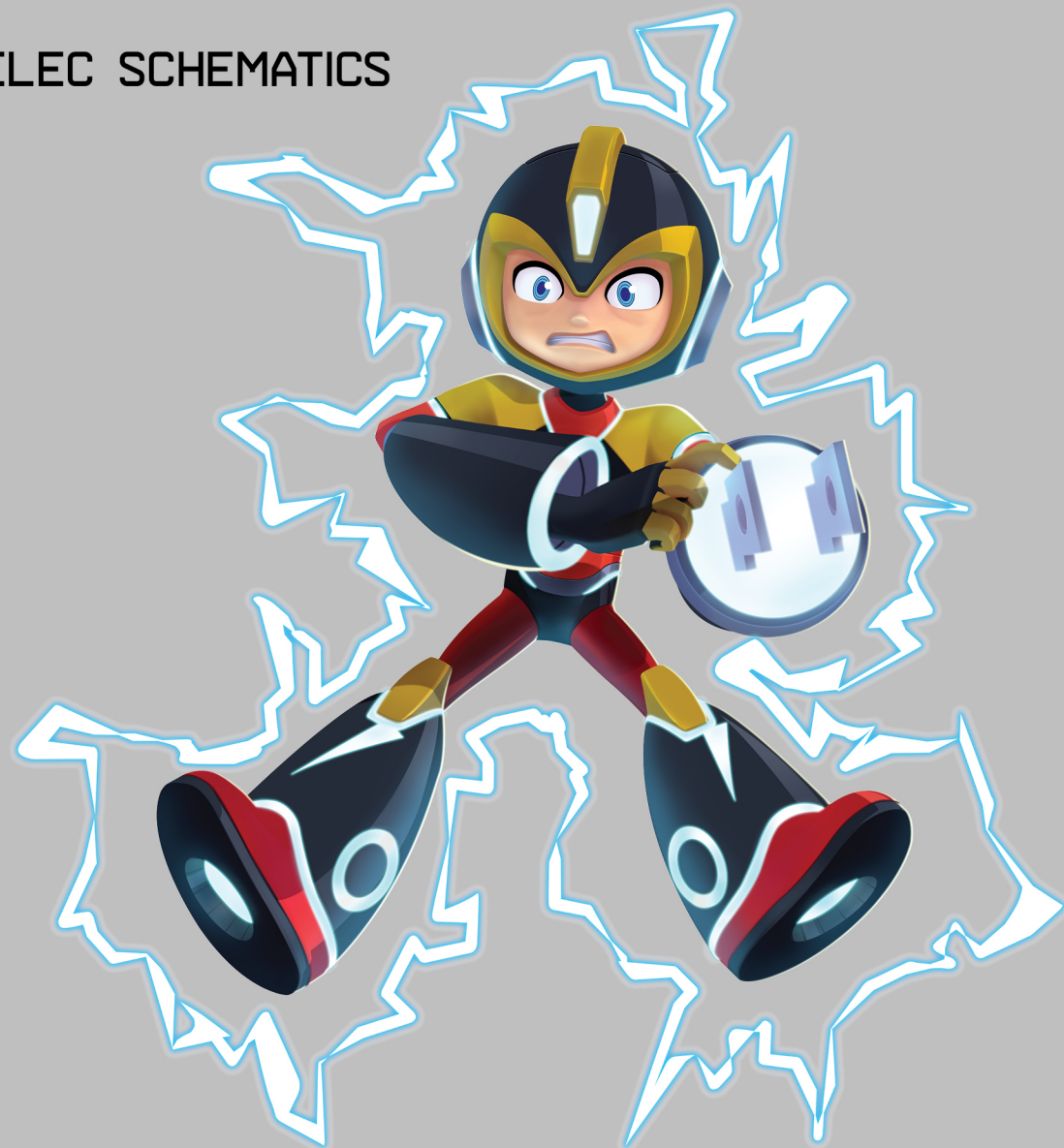
MMFC\_CA\_MEGAMAN\_AIRMODE.PSD

GUTS SCHEMATICS



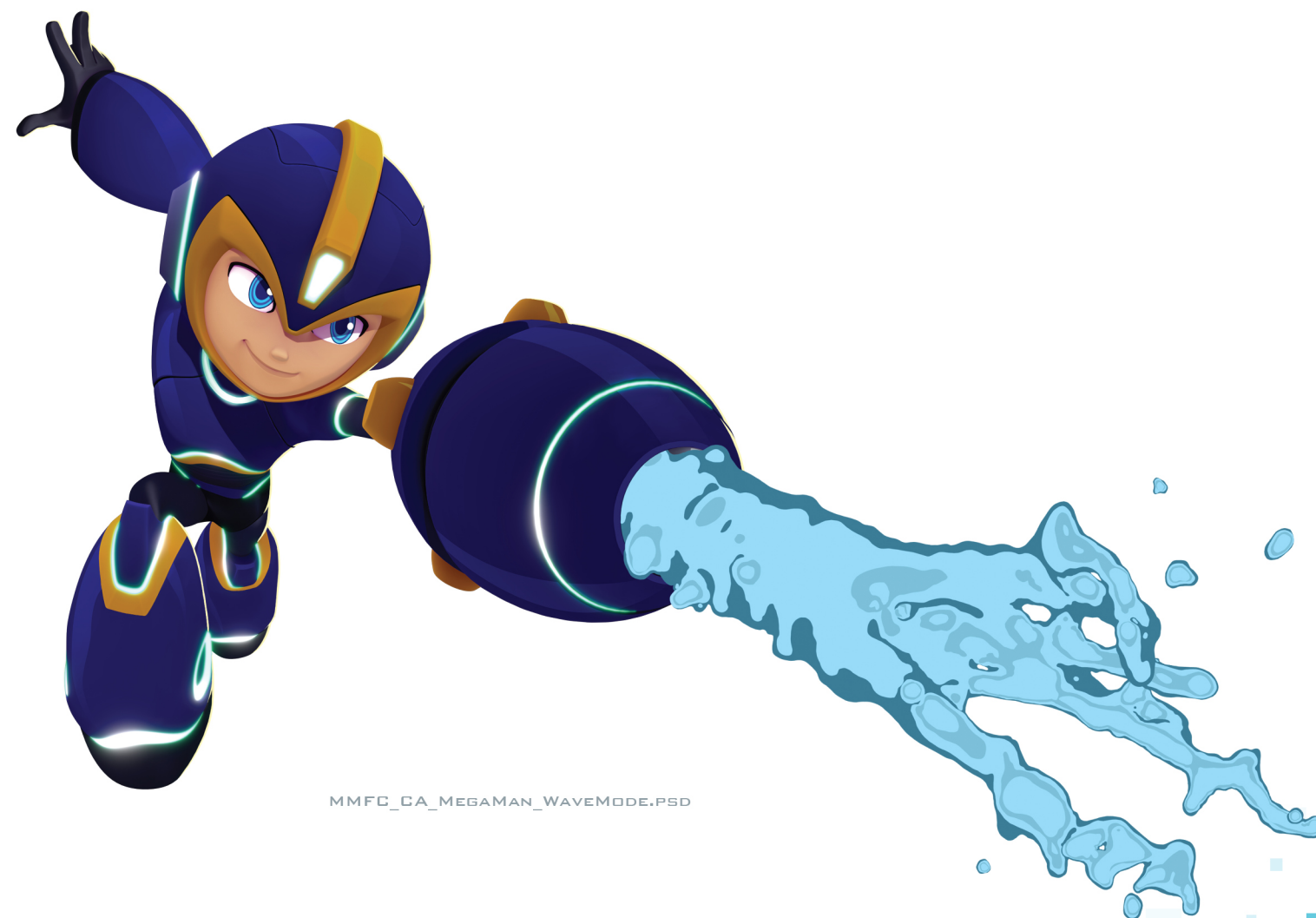
MMFC\_CA\_MEGAMAN\_GUTSMODE.PSD

ELEC SCHEMATICS



MMFC\_CA\_MEGAMAN\_ELECMode.PSD

WAVE SCHEMATICS



MMFC\_CA\_MEGAMAN\_WAVEMode.PSD



CUT SCHEMATICS



MMFC\_CA\_MEGAMAN\_CUTMODE.PSD

CHARACTER ART ALSO IN VECTOR FORMAT

HOVER MODE RUSH



MMFC\_CA\_MEGAMAN\_WITH\_HOVERMODERUSH.PSD

COMBAT MODE RUSH



MMFC\_CA\_RUSH\_COMBATMODE.PSD





MMFC\_CA\_MEGAMINI\_HAMMER.PSD



MMFC\_CA\_MEGAMINI\_GUITAR.PSD



MMFC\_CA\_MEGAMINI\_WRENCH.PSD

CHARACTER ART ALSO IN VECTOR FORMAT

SGT. NIGHT



MMFC\_CA\_SGTNIGHT.PSD

LORD OBSIDIAN



MMFC\_CA\_LORDOBSIDIAN\_01.PSD

MMFC\_CA\_LORDOBSIDIAN\_02.PSD

CHARACTER ART ALSO IN VECTOR FORMAT



NAMAGEM

'CLIFFHANGER ASSET'  
AVAILABLE UPON REQUEST

MMFC\_CA\_NAMAGEM.PSD

### FIRE MAN



MMFC\_CA\_FIREMAN\_01.PSD



MMFC\_CA\_FIREMAN\_02.PSD\*



MMFC\_CA\_FIREMAN\_03.PSD\*



\*CHARACTER ART ALSO IN VECTOR FORMAT



DRILL MAN



MMFC\_CA\_DRILLMAN\_01.PSD \*



MMFC\_CA\_DRILLMAN\_02.PSD



MMFC\_CA\_DRILLMAN\_03.PSD \*

\*CHARACTER ART ALSO IN VECTOR FORMAT

WAVE MAN



MMFC\_CA\_WAVEMAN\_02.PSD



MMFC\_CA\_WAVEMAN\_01.PSD



MMFC\_CA\_WAVEMAN\_03.PSD



HYPNO WOMAN



MMFC\_CA\_HYPNOWOMAN\_01.PSD\*



MMFC\_CA\_HYPNOWOMAN\_02.PSD



MMFC\_CA\_HYPNOWOMAN\_03.PSD

\*CHARACTER ART ALSO IN VECTOR FORMAT

ICE MAN



MMFC\_CA\_ICEMAN\_01.PSD



MMFC\_CA\_ICEMAN\_02.PSD



BLASTO WOMAN



MMFC\_CA\_BLASTOWOMAN\_01.PSD



MMFC\_CA\_BLASTOWOMAN\_02.PSD\*

\*CHARACTER ART ALSO IN VECTOR FORMAT



AIR MAN



MMFC\_CA\_AIRMAN.PSD

GUTS MAN



MMFC\_CA\_GUTSMAN\_01.PSD



GUTS MAN



MMFC\_CA\_GUTSMAN\_Q2.PSD



MMFC\_CA\_GUTSMAN\_Q3.PSD

ELEC MAN



MMFC\_CA\_ELECMAN\_01.PSD



MMFC\_CA\_ELECMAN\_02.PSD

\*CHARACTER ART ALSO IN VECTOR FORMAT



WOOD MAN



MMFC\_CA\_WOODMAN\_01.PSD

CUT MAN



MMFC\_CA\_CUTMAN.PSD

CHEMISTRY MAN



MMFC\_CA\_CHEMISTRYMAN.PSD

CHAOTIQUE



MMFC\_CA\_CHAOTIQUE\_01.PSD



MMFC\_CA\_CHAOTIQUE\_02.PSD





MMFC\_CA\_MANMAN.PSD



MMFC\_CA\_GROUPSHOT.PSD



SIZE CHART

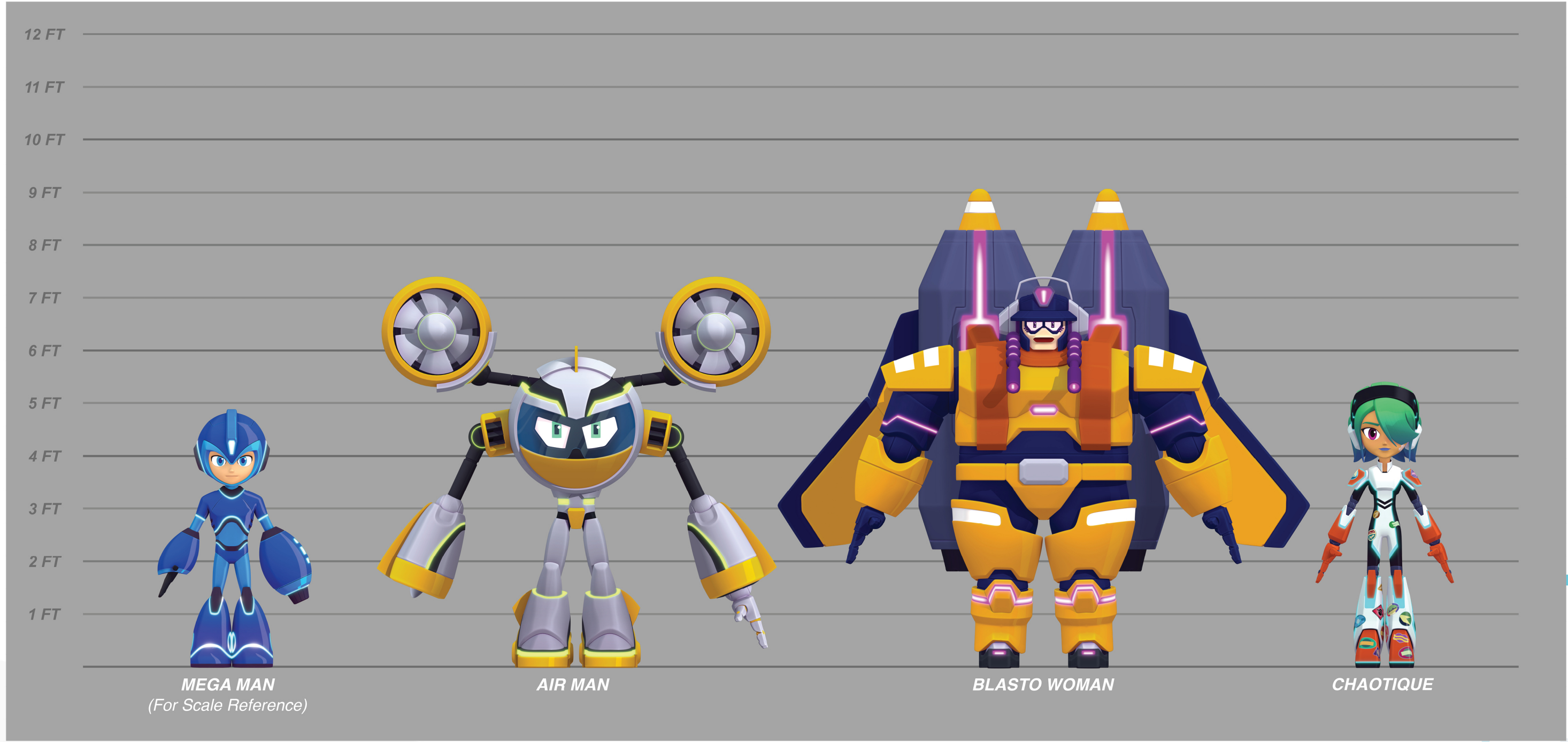


SIZE CHART





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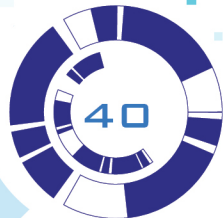
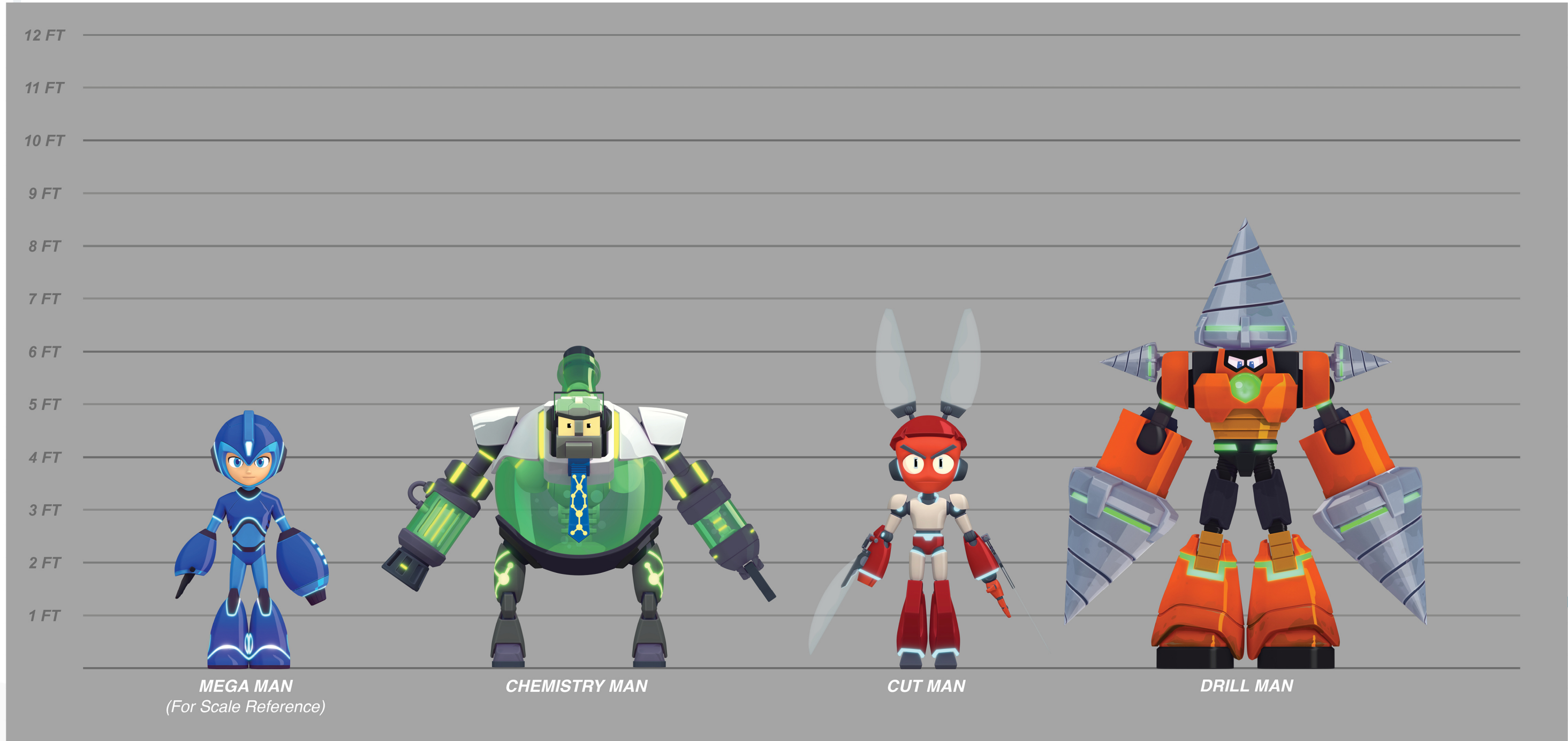
MEGA MAN  
(For Scale Reference)

AIR MAN

BLASTO WOMAN

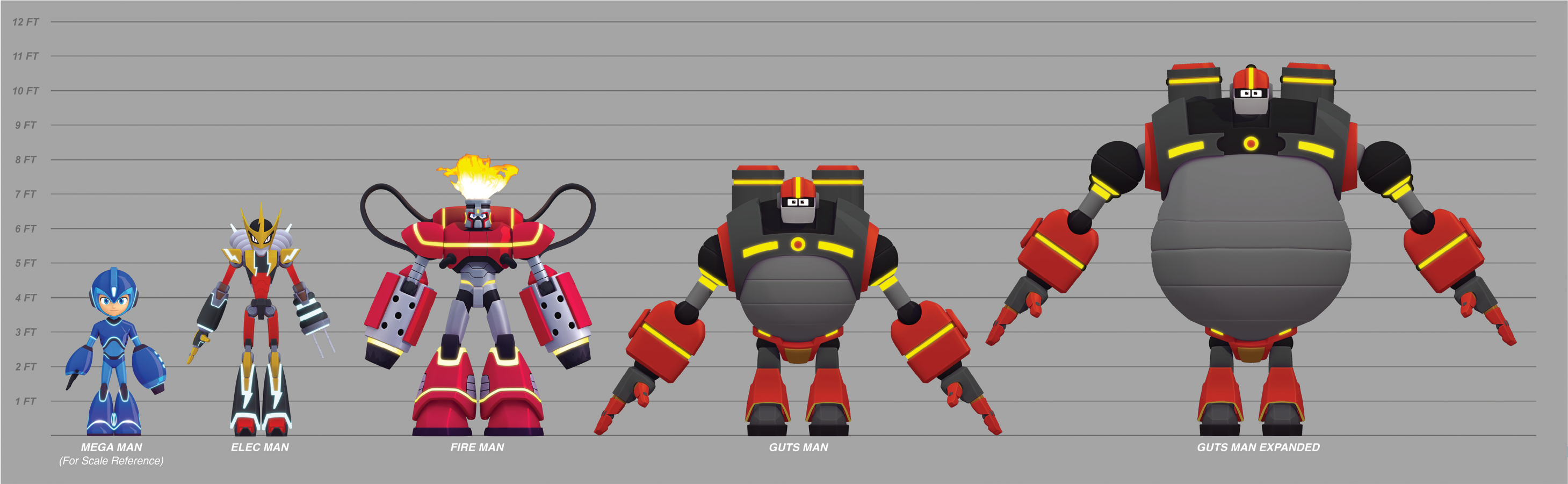
CHAOTIQUE

SIZE CHART

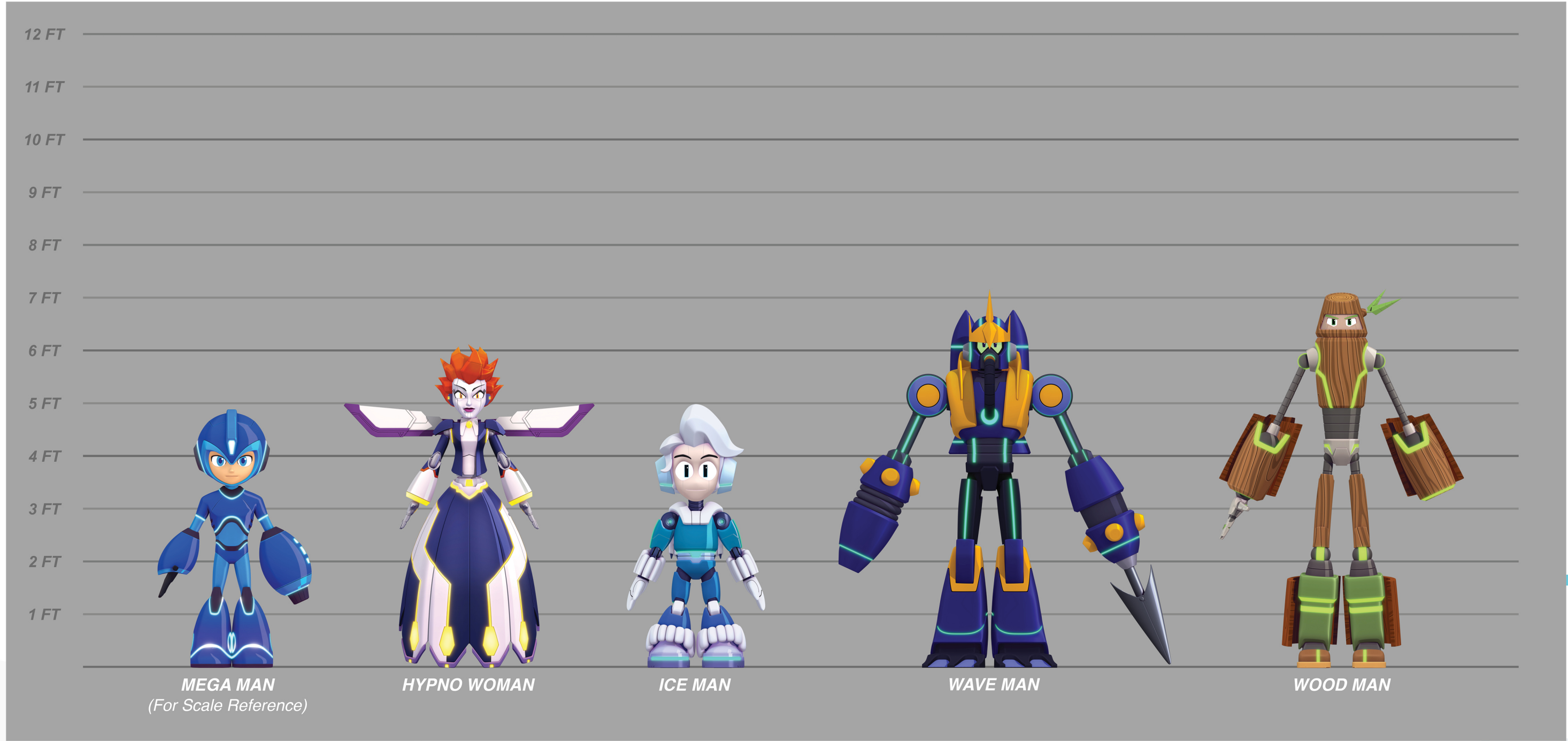




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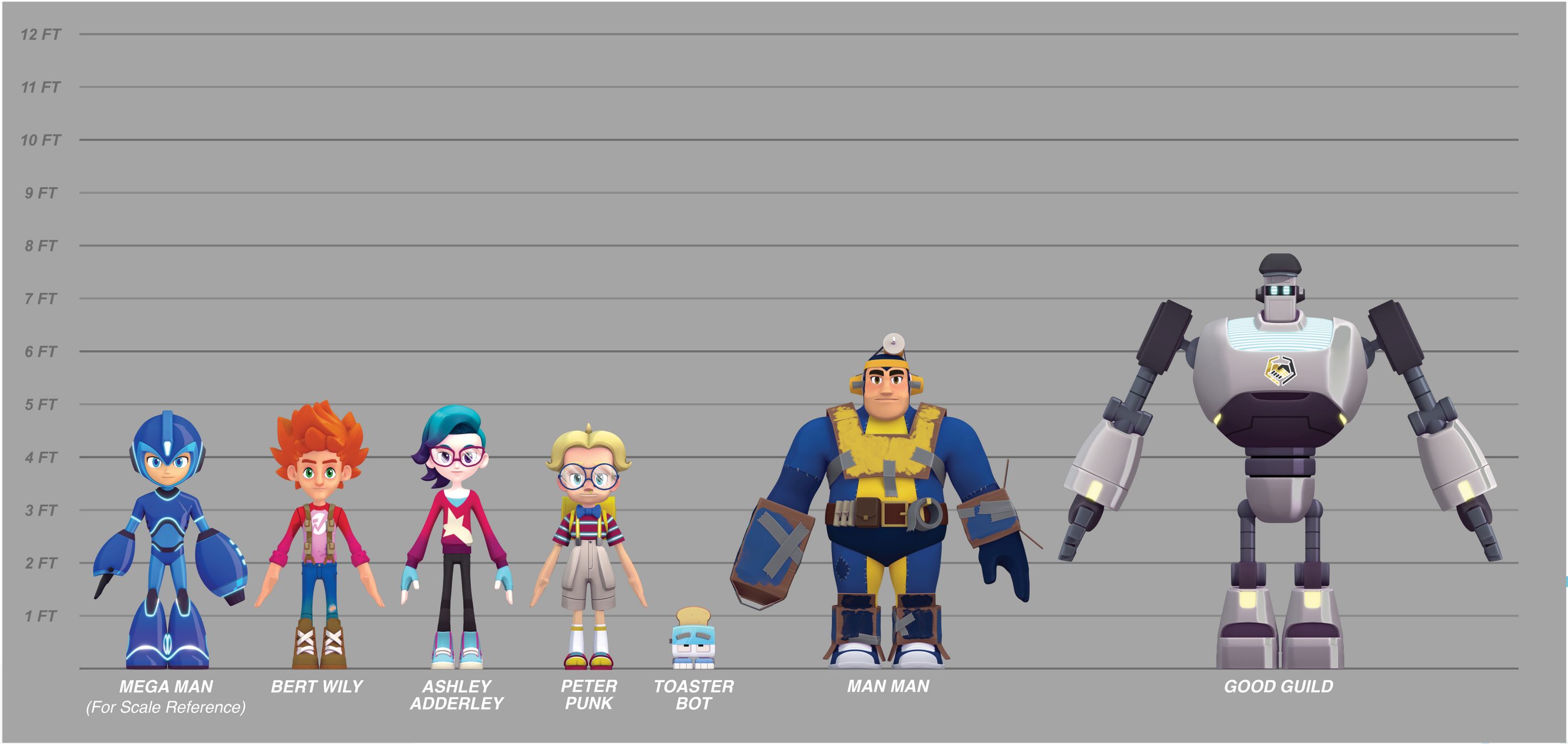


SIZE CHART





SIZE CHART







**EDITORIAL**



## KEY PHRASES

### AKI LIGHT



- Meganize me!
- Mega fist bump!
- I'm a robot. I am science!
- It's Mega Time!
- To Mega or not to Mega?  
That is the question, am I right?
- Brother from another motherboard!
- It's hero time!

- Big, cool battles are totally awesome!
- It's Mega Man! Who doesn't love him?
- I am full of surprises...
- Can you confirm that I'm not having a short circuit?
- I can't even compute the words coming in my ears right now.
- Weird. They must have undiscovered Tuna-salad-ium...
- Heroes know best!
- I am so awesome.
- Mega Mini, get me the most direct route out of here!
- Who's the greatest dodger in the local deli? Looks like it's Aki - who? That's me, me, me, me!
- Any lesser robot would crumble under this much pressure, but not Big Blue! He's unstoppable!

### SUNA LIGHT



- No one teaches you to be a hero... It's who you are!
- Heya, Bro-bot!
- My inventions are super smart, and your attitude is super not!
- I'd like to see a lot more Mega.
- Uh, who's the mechanical genius here?
- Let's fly, little guy...

- Mega Man? Really..? "Modest Man" defs wouldn't work.
- Mega Man, don't let it go to your head.
- Are you asking for a swift reboot to the behind?
- Oh... That's cold, ro-bro.
- You got it Mega Man!
- That's my bro!
- Trust me, I know better.
- All that "Mega" is going to his head!
- I was right! I am a genius!
- You're acting Mega-strange.
- This tune-up is above my pay grade.
- I'm more of a leader type.
- Not cool, bro!
- You're totally glitching out, Bro-bot.



## RUSH

- **A Mega-hero's best sidekick!** (Can be used in conjunction with Rush character art)
- **HOT DIGGITY DOG!** (Can be used in conjunction with Rush character art)
- **<WOOF WOOF!>**
- **<ARF!>**
- **<BARK!>**
- **<GROWLS>**



## KEY PHRASES

DR. LIGHT



- Your greatest power is your ability to see the good in everyone and bring it out of them. Don't lose it.
- Failure is the first step to greatness.
- Peace? Robots and humans living together as one? That, is awesome.
- Here's to another night of exciting science! I call it... "Ex-science!"

- I'm a science whiz, not a comedian. Ooh, eggs!
- Talk about a Mega meltdown...
- War is ugly. Fighting is a last resort.
- Non-violence is always best.
- How's that seasonal malfunction doing?
- That's my boy!
- Well, I guess, it's back to the drawing board.
- Well done, Mega Man!



## KEY PHRASES

### MEGA MAN



- I'm goin' Mega!
- It's Mega Time!
- Who's the Mega Man?
- Replication activation!
- Mega fist bump!
- Meganized to perfection
- Keepin' it Mega
- Let's get Mega!
- Mega Style!
- GO MEGA!

- What makes a hero? Someone who fights for unity. Someone who stands for justice. Someone like... MEGA MAN!
- Desperate times call for Mega-moves!
- Mega Blast!
- I can't Mega Bust when I'm replicating!
- This is how you do homework... Mega-style!
- This just got Mega-weird!
- Don't worry, folks! It happens to be Mega Blast Monday!
- I don't want to fight, but if I have to – we're goin' Mega!
- Play-time's over!
- Hey, who's the Mega Man here?
- It's game over!
- It's time to be a Hero
- The Hero job's already taken!
- People call me... Mega Man!
- Saving the day is my thing
- So many villains, too little time. Too little battery.

- Why so slo, yo? Stunned by my flow, bro?!
- We're going Mega!
- Mega cool!
- Activate Fire Man Schematics!
- Activate Ice Man Schematics!
- Activate Drill Man Schematics!
- Activate Hypno Woman Schematics!
- Whoa!!! Cancel! Mini, cancel!
- Quick Switch: Fire Man!
- Quick Switch: Ice Man!
- Quick Switch: Drill Man!
- Quick Switch: Hypno Woman schematics!
- Quick Switch: Wood Man schematics!
- Who's the greatest hero in Silicon City? It's Mega Man! Who? That's me, me, me, me!
- Stand back, everyone! This sounds like a job for Mega Man!

## KEY PHRASES

### MEGA MINI



- Sweet circuits, it's working!
- Did you pop a bolt?
- Roger that, Big Blue!
- That's a Mega-affirmative!
- Bust 'em, buddy!
- Hold your processors, Boss!
- Resume your regularly scheduled smack-down!
- Cool your jets, Boss!
- You don't wanna open that can of robo-worms!
- Mega Man's head – that's my department.
- Replication complete!
- Whoa! Slow yer roll, boss!
- Pull it together, kid! Silicon City needs Mega Man!
- And – we got schematics!
- Now, are we not gonna talk about how weird that was?
- Do I look like I get out much?
- Way ahead of you, Boss.
- Hey, I'm workin' here.
- Any other bright ideas, Boss?
- You gotta wind down, Boss. Your circuits are overloading.
- Reel in that ego or it won't fit in your helmet!
- NO ONE wants to listen to Mini. It's like I'm talkin' to myself in here!
- Copy that Big M!
- What's gotten into you? Other than me, I mean.
- The Mega Buster is ready to rock!



## KEY PHRASES

### SGT. NIGHT



- Unity between man and machine is a lie.
  - Gloat while you can, robot. You'll soon learn the error of your ways!
  - That blue nuisance has to be stopped.
  - Robots and humans CANNOT coexist.
  - Pull the plug. You're done!
- 
- I will not be silenced!
  - Despite my reliance on this tool, I am human... and therefore superior.
  - I've said it before and I'll say it again... Humans and robots are not meant to live together!
  - Look at this chaos!
  - I gotta find smarter robots.
  - Secure the Mega Key!
  - We've got him now.
  - Equality is a lie.
  - Get back to the Maltrix immediately!
  - Once a bad robot... always a bad robot! Mark my words.

## KEY PHRASES

### LORD OBSIDIAN



- That's Lord Obsidian to you, human.
- Machines are MY world.
- Prepare to be crushed.

- You're no hero, Mega Man. You're a traitor to your own kind.
- Choosing humans over your own kind... again. How predictable.
- You are no match for me...
- Siding with humans again, traitor?!
- Still feel like a hero?
- This is what happens to traitors.
- Hand over the Mega Key.



## KEY PHRASES

### NAMAGEM

'CLIFFHANGER ASSET'  
AVAILABLE UPON REQUEST

- My Father's vision WILL be realized.
  - Nowhere to run, Mega Man.
  - You're mine now, Mega Sham.
  - Come out to play, hero!
  - It's showtime!
- 
- I can destroy Mega Man myself. Now!
  - I will not be denied my destiny!
  - The future is now.
  - So pathetic... Why does everyone think you're such a hero?
  - Less questions, more losing.
  - Can't sleep? I've got just the thing.
  - The Mega Key. Now.
  - Mega Man is mine.

## KEY PHRASES

### FIRE MAN



- My name is Ice Man, not Snowflake.
  - Ice is kind of my thing...
  - That was ice while it lasted!
  - Did someone say freeze?
  - Prepare to experience maximum chill levels!
- 
- Humans and robots should be together all the time...  
Harmonious harmony. Like totally inseparable!!
  - Creating harmonious harmony. Keeping humans and robots together!
  - There's no need for hysterics, citizens! I'm a hero!
  - Haven't you heard? Heroes know best!
  - Chill out!
  - I think you need to chill out and let cooler heads prevail.
  - I'm giving this city what it needs – a hero! And I am called Ice Man.
  - You should leave the heroing to the professionals!
  - Watch out, pal – there's serious heroing going on here!
  - Whoa. That's cool.
  - Chill out, bruh!
  - Ice Man is not your bruh!
  - Have a harmonious day! Heroooooooooo!



## KEY PHRASES

### DRILL MAN



- The name is Drill Man... but I was born with music in my heart.
  - Drill baby, drill!
  - The beat Drill-Maestro is back!
  - **SPIN MASTER MC-DM DRILLY BIT!**
- 
- I would learn any instrument I could get my hands on... When I had hands.
  - Father never approved. He forced me into the family business... Mining.
  - And so they shall pay!
  - Now I crave only revenge!
  - Faster, you layabouts! Drill! Drill!

## KEY PHRASES

### WAVE MAN



- I'm Wave Man! Do I look like a bathtub?
  - Lean, clean and mean!
  - You're about to get water-logged!
  - Prepare for your assets to be liquidated, Silicon City!
- 
- Who's got the meanest machine in Silicon City? That's right. It's Wave Man!
  - I'll find you – even if I have to wash it all away!
  - I'll never stop! This is what I do! I was created to clean!
  - I love to clean. Under my watch, the Silicon City sewer system is spotless...
  - Silicon City is a mess!
  - Reminds me of my best friend. A pet alligator I found alone and afraid in the sewers. I named him... "Alligator."
  - I'm gonna leave this place pristine and clean so I can find my pal – even if I have to unleash the ultimate flush!
  - I hate it when people touch my machine!
  - Another bit of sewage flushed away.



### HYPNO WOMAN



- I'm going to give Silicon City the hard reset it needs.
  - Let the glitter ease your troubled minds.
  - Hmm, someone has a hero complex... Allow me to help you with that.
  - And now you will see the beauty of my perfect world.
  - Say goodbye to free will and all the petty distractions that come with it.
- 
- Why help just one person at a time when I can help all of them?
  - You're more powerful than I thought. Too bad it won't be enough.
  - You will give me your undivided attention!
  - I was going for a more suspenseful reveal, but this works.
  - I don't want to hurt you! I want to enlighten you.
  - Fools, you must submit, it is the only way!
  - Time for hurt.
  - Your sentimentality never fails to exhaust me.

## KEY PHRASES

### ICE MAN



- My name is Ice Man, not Snowflake.
  - Ice is kind of my thing...
  - That was ice while it lasted!
  - Did someone say freeze?
  - Prepare to experience maximum chill levels!
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Harmonious harmony. Like totally inseparable!!
  - Creating harmonious harmony. Keeping humans and robots together!
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  - Haven't you heard? Heroes know best!
  - Chill out!
  - I think you need to chill out and let cooler heads prevail.
  - I'm giving this city what it needs – a hero! And I am called Ice Man.
  - You should leave the heroing to the professionals!
  - Watch out, pal – there's serious heroing going on here!
  - Whoa. That's cool.



### BLASTO WOMAN



- My mother was called “Ma’am.” I’m Blasto Woman.
  - I’m more a smash and grab sort of gal!
  - Try not to break anything before I can steal it.
  - Like taking cookies from a web browser.
  - A cargo bot can dream, can’t she?
- 
- Too bad I don’t have booster jets. Oh wait, I do!
  - Stay out of my way, brat, and no one will get hurt.
  - Did you just pun me? I hate puns!
  - Just give up, Squirt! You wanna get crushed?
  - Play-time’s over!
  - Special delivery!
  - Like taking candy from babies.
  - Stay down, Mega Twerp. I don’t get paid extra for stomping on your can.

## KEY PHRASES

### AIR MAN



- I'm the Greatest of All Robots... Air Man!
  - I gotta make Air Man's glory visible to all of Silicon City!
  - The winds of change are here, Bottom Feeders!
  - You want to chase weather? How about a storm – of my fists!
  - You're just dust in the wind!
  - Who is the number uno Air Bot?
- 
- No one can match my might, my abilities, my incredible genius!
  - I'm the GREATEST. I'm even the greatest at BEING the greatest!
  - You're not even fit to hold my spare screws!
  - I AM THE BEST!
  - All eyes on me, Silicon City!
  - I'm an inspiration to all!
  - It's game over, Mega Man!
  - The skies are my spotlight, Mega Muffin! Remember that!



## KEY PHRASES

### GUTS MAN

- Guts Man feel warm and toasty.
- Magic Soy Balls, here I come!
- Now, feel stronger than ever!

- Need lunch lady daily special... Magic Soy Balls!
- Yummy! But taste better with Magic Soy Ball!
- Feels so empty.
- Guts man no feel so good. <BELCH!>



## KEY PHRASES

### ELEC MAN



- Oh yeah! I'm Elec Man, you know it! Oh yeah!
  - Think you're charged up? Let's see who's got the real spark!
  - Negative. Positively negative!
  - Over and out... like a light!
- 
- Hey, let's rap battle!
  - Are you not entertained, Silicon City? Are you not entertained!?
  - Puns are my thang!
  - Drrrrramatic entrance!
  - Ooh... Old-school burn!



## KEY PHRASES

### WOOD MAN

- Wood Man. Stealth, speed, strength...
  - No traitor rustles these branches!
  - Training keeps the timber limber!
  - Time to deactivate this Big Time Operator.
  - Thank you for the entertainment, Metal Child.
- I don't see your rank displayed, soldier.
  - You must be a deserter!
  - Deserters shall be keelhauled and their power will be deep-sixed!
  - I see your war strategy has not changed. Start small – then take over everything.
  - Beatrice! Forgive me!
  - RUBEN! Nooooooooo!
  - Still got it.
  - Dishonorable! If humans have sunk so low as to send children to fight... I shall bring war to them.
  - Let's see if you can handle this!
  - That... is on a need-to-know basis. Why do you need to know? Who sent you? Who do you work for?! Was it aliens?



## KEY PHRASES

### CUT MAN



- Mind if I cut in?
  - That was a close shave.
  - Would you cut it out?!
  - You can't cut me out of the action that easily.
  - Snip this!
- 
- Chauncey was imperfect. I am Cut Man now.
  - I wasn't A gardener. I was THE PERFECT gardener.
  - You're ruining my perfect plan to get my perfect revenge!
  - Cut out the chit chat!
  - I just wanted to take a little off the top.
  - I was born with a blade in my hand. Head. Whatever.
  - Avance!
  - En garde!
  - Thrust!
  - The perfect end for Mega Man.
  - You're next in line, Mega Man... for a complimentary slice and dice.



## KEY PHRASES

### CHEMISTRY MAN

- I'm Chemistry Man! Dope, yes? I picked it myself.
- Holy Hydrogen!
- Do you have a hall pass, hero?
- Isn't Science amazing? I think so.
- Holy Helium!! At least let me finish my rhyme!!
- Mega Man, you metallic misanthrope!
- Now that I have your attention, allow me to introduce myself: Chemistry... Man.
- Tall, small, played and displayed, both heroes and villains all... are made.
- Argh! Great Caesium's Ghost!
- I will stump your remedial positronic brain.
- AAARGH! You Chlorine-breathed, tin-headed, nickel-toed, tellurium-toothed, barium-butt, hassium-headed... Champion.
- Thank you for your kind and completely unwilling attention.
- You will listen to my every word. Like it or not.
- Your personalized lesson plan is ready, Mega Man. Don't be late.
- Dodge this, Mega Man!
- I finally have the student body right where I want them.
- Back to your private lesson!
- AAACK!
- It's permanent detention for you!
- Dealing with Free Radicals. Step One... Blast the Free Radical.
- Excellent use of the second law of thermodynamics, Mega Man. You get a gold star.



## KEY PHRASES

### CHAOTIQUE



- Chaotique, at your service!
  - You're no match for my speed.
  - Lookit, life is short – so you gotta have fun, fun, fun.
  - I'm late for my next prank!
  - No one or-elses Chaotique.
- 
- No dice, Double-M. We could've made such sweet mayhem together.
  - Friends call me Kay-Kay. Can we be friends?
  - Pranks are funny! You look like you could use a chuckle or twelve.
  - Let's call it hilari-o-rism.
  - I've seen you around heroing all over the place!
  - I can tell you're not getting your recommended daily allowance of vitamin Kay-Kay.
  - Ready for more capital F fun?
  - Helium! Oooh, this is gonna be high pitched hi-larity.
  - What else ya got?
  - Giggles, man. Giggles! Life's about kicks, ya dig?
  - You're totes adorbs, Mega Em, but outclassed.
  - It was me, Chaotique, princess of pranks.





## KEY PHRASES

MAN MAN



- Salutations, Mega Man. The name's Man Man. I'm here to help!
  - I've got your back, Mega Pal!
  - I'll scan with my "MAN-ifying" glass!
  - My Man Man repair kit – because you just never know.
  - I'll have to upgrade my MegaMasher to 'twice-baked'
- 
- Behold, my trusty Man Man utility belt, equipped with everything a hero needs.
  - And the cherry on this Hero Sundae is a little antidote to crime that I call... the MegaMasher!
  - It fires potatoes!
  - I must do my part to save the city! Ahh... right after I save my Man Man crime-fighting tights.
  - How about a heaping helping of hot potatoes?
  - I have just the thing. Man Man Chewing Gum. The world's greatest fix-it.





***EPISODIC STILLS***





BRANDS\_PRODUCTIONSTILLS\_101A01.TIF



BRANDS\_PRODUCTIONSTILLS\_101A02.TIF



BRANDS\_PRODUCTIONSTILLS\_101A03.TIF



BRANDS\_PRODUCTIONSTILLS\_101B01.TIF



BRANDS\_PRODUCTIONSTILLS\_101B02.TIF



BRANDS\_PRODUCTIONSTILLS\_101B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_102A01\_CMP\_RC\_V001.1204.TIF



BRANDS\_PRODUCTIONSTILLS\_102A02\_CMP\_RC\_V003.1352.TIF



BRANDS\_PRODUCTIONSTILLS\_102A03\_CMP\_RC\_V002.1079.TIF



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BRANDS\_PRODUCTIONSTILLS\_102B03\_CMP\_STILL\_102B\_03\_V002.1177.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX







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BRANDS\_PRODUCTIONSTILLS\_103A03\_CMP\_RC\_V002.1057.TIF



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BRANDS\_PRODUCTIONSTILLS\_103B02\_CMP\_PL\_V001.1016.TIF



BRANDS\_PRODUCTIONSTILLS\_103B03\_CMP\_PL\_V001.1101.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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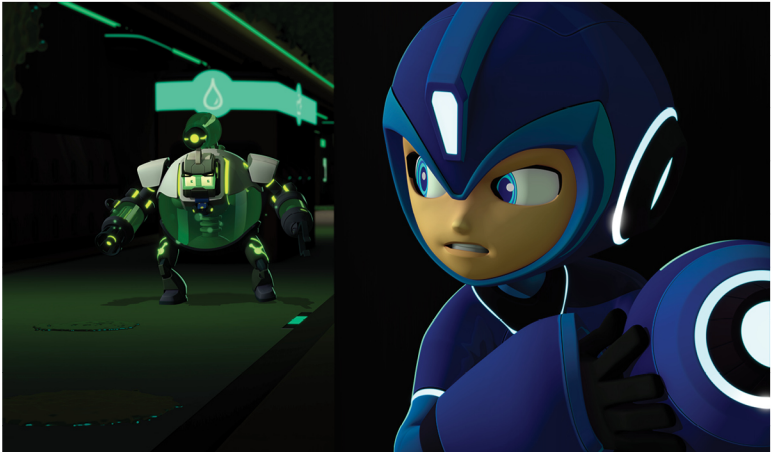
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MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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BRANDS\_PRODUCTIONSTILLS\_105A02.TIF



BRANDS\_PRODUCTIONSTILLS\_105A03.TIF



BRANDS\_PRODUCTIONSTILLS\_105B01.TIF



BRANDS\_PRODUCTIONSTILLS\_105B02.TIF



BRANDS\_PRODUCTIONSTILLS\_105B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSSTILL\_106A01.TIF



BRANDS\_PRODUCTIONSSTILL\_106A02.TIF



BRANDS\_PRODUCTIONSSTILL\_106A03.TIF



BRANDS\_PRODUCTIONSSTILL\_106B01.TIF



BRANDS\_PRODUCTIONSSTILL\_106B02.TIF



BRANDS\_PRODUCTIONSSTILL\_106B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX

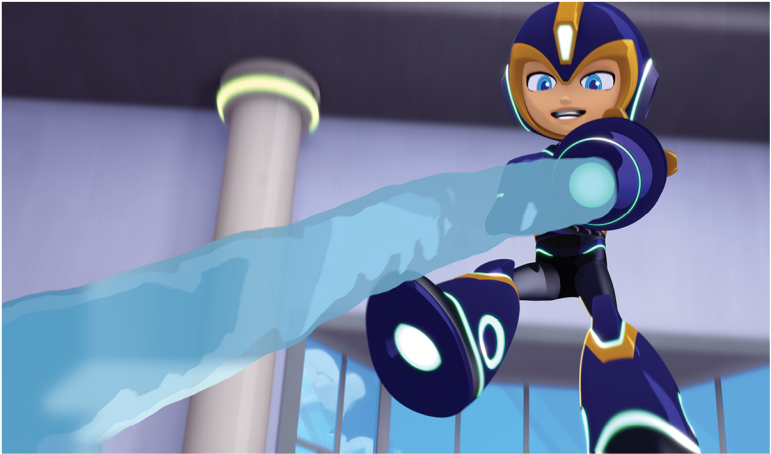




BRANDS\_PRODUCTIONSTILLS\_107A01.TIF



BRANDS\_PRODUCTIONSTILLS\_107A02.TIF



BRANDS\_PRODUCTIONSTILLS\_107A03.TIF



BRANDS\_PRODUCTIONSTILLS\_107B01.TIF



BRANDS\_PRODUCTIONSTILLS\_107B02.TIF



BRANDS\_PRODUCTIONSTILLS\_107B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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BRANDS\_PRODUCTIONSTILLS\_108A02.TIF



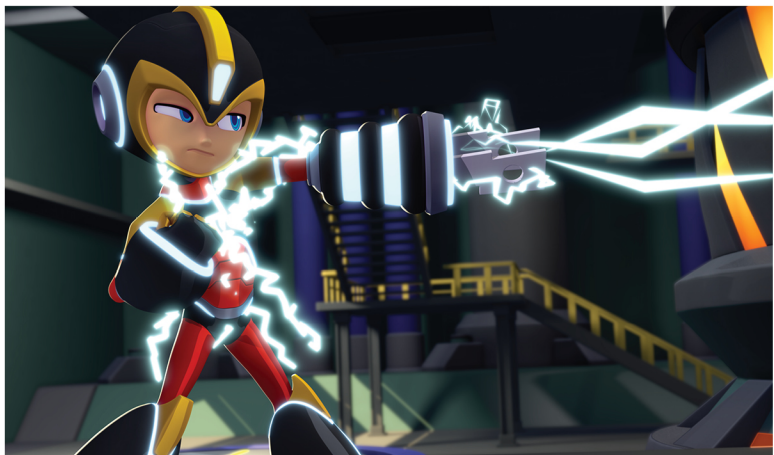
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BRANDS\_PRODUCTIONSTILLS\_108B01.TIF



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BRANDS\_PRODUCTIONSTILLS\_108B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_109A01.TIF



BRANDS\_PRODUCTIONSTILLS\_109A02.TIF



BRANDS\_PRODUCTIONSTILLS\_109A03.TIF



BRANDS\_PRODUCTIONSTILLS\_109B01.TIF



BRANDS\_PRODUCTIONSTILLS\_109B02.TIF



BRANDS\_PRODUCTIONSTILLS\_109B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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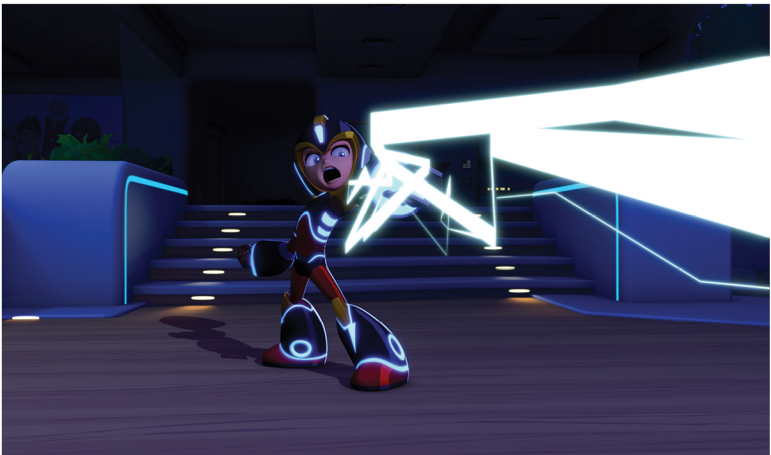
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BRANDS\_PRODUCTIONSTILLS\_110B03\_CMP\_BW\_V001.1029.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_111A01.TIF



BRANDS\_PRODUCTIONSTILLS\_111A02.TIF



BRANDS\_PRODUCTIONSTILLS\_111A03.TIF



BRANDS\_PRODUCTIONSTILLS\_111B01.TIF



BRANDS\_PRODUCTIONSTILLS\_111B02.TIF



BRANDS\_PRODUCTIONSTILLS\_111B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_112A01.TIF



BRANDS\_PRODUCTIONSTILLS\_112A02.TIF



BRANDS\_PRODUCTIONSTILLS\_112A03.TIF



BRANDS\_PRODUCTIONSTILLS\_112B01.TIF



BRANDS\_PRODUCTIONSTILLS\_112B02.TIF



BRANDS\_PRODUCTIONSTILLS\_112B03.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX







BRANDS\_PRODUCTIONSTILLS\_113A01\_CMP\_AM\_V001.1074.TIF



BRANDS\_PRODUCTIONSTILLS\_113A02\_CMP\_KS\_V001.1091.TIF



MMFC\_SS\_EP113\_Q3.TIF



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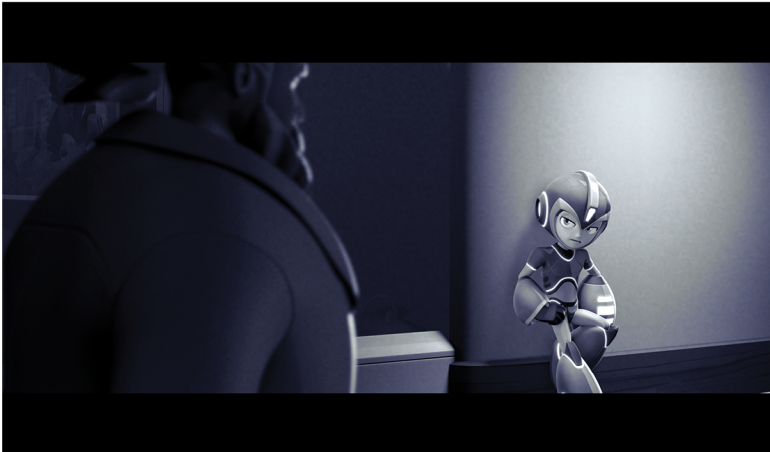
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BRANDS\_PRODUCTIONSTILLS\_113B03\_CMP\_FU\_V001.1091.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_114A01\_CMP\_V001.1171.TIF



BRANDS\_PRODUCTIONSTILLS\_114A02\_CMP\_KL\_V001.1009.TIF



BRANDS\_PRODUCTIONSTILLS\_114A03\_CMP\_RC\_V001.1050.TIF



BRANDS\_PRODUCTIONSTILLS\_114B01\_CMP\_JB\_V001.1038.TIF



BRANDS\_PRODUCTIONSTILLS\_114B02\_CMP\_KS\_V001.1009.TIF



BRANDS\_PRODUCTIONSTILLS\_114B03\_CMP\_AM\_V001.1001.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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BRANDS\_PRODUCTIONSTILLS\_115B03\_CMP\_JB\_V003.1029\_SOURCE.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX







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MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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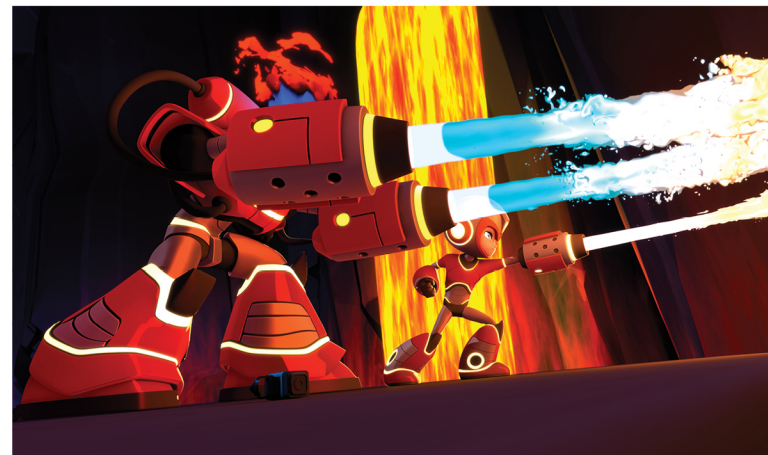
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BRANDS\_PRODUCTIONSTILLS\_117B02\_CMP\_PL\_V001.1050.TIF



BRANDS\_PRODUCTIONSTILLS\_117B03\_CMP\_AU\_V001.1134.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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BRANDS\_PRODUCTIONSTILLS\_118A02\_CMP\_KL\_V001.1030.TIF



BRANDS\_PRODUCTIONSTILLS\_118A03\_CMP\_RC\_V001.1031.TIF



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BRANDS\_PRODUCTIONSTILLS\_118B02\_CMP\_JB\_V001.1047.TIF



BRANDS\_PRODUCTIONSTILLS\_118B03\_CMP\_FU\_V001.1091\_SOURCE.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_119A01\_CMP\_AP\_V001.1093.TIF



BRANDS\_PRODUCTIONSTILLS\_119A02\_CMP\_RC\_V001.1030.TIF



BRANDS\_PRODUCTIONSTILLS\_119A03\_CMP\_FU\_V001.1197.TIF



BRANDS\_PRODUCTIONSTILLS\_119B01\_CMP\_JB\_V001.1113.TIF



BRANDS\_PRODUCTIONSTILLS\_119B02\_CMP\_PL\_V001.1093.TIF



BRANDS\_PRODUCTIONSTILLS\_119B03\_CMP\_JT\_V001.1087.TIF

MORE EPISODE STILLs AVAILABLE ON MEDIA BOX





BRANDS\_PRODUCTIONSTILLS\_120A01\_CMP\_JT\_V001.1021.TIF



BRANDS\_PRODUCTIONSTILLS\_120A02\_CMP\_JT\_V001.1017.TIF



BRANDS\_PRODUCTIONSTILLS\_120A03\_CMP\_JB\_V001.1282.TIF



BRANDS\_PRODUCTIONSTILLS\_120B01\_CMP\_JB\_V002.1057.TIF



BRANDS\_PRODUCTIONSTILLS\_120B02\_CMP\_JB\_V003.1193.TIF



BRANDS\_PRODUCTIONSTILLS\_120B03\_CMP\_AP\_V001.1120.TIF

MORE EPISODE STILLs AVAILABLE ON MEDIA BOX







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BRANDS\_PRODUCTIONSTILLS\_121A02\_CMP\_JT\_V001.1057.TIF



BRANDS\_PRODUCTIONSTILLS\_121A03\_CMP\_KL\_V001.1040.TIF



BRANDS\_PRODUCTIONSTILLS\_121B01\_CMP\_AZ\_V001.1035.TIF



BRANDS\_PRODUCTIONSTILLS\_121B02\_CMP\_PL\_V001.1134.TIF



BRANDS\_PRODUCTIONSTILLS\_121B03\_CMP\_AP\_V001.1080.TIF

MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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BRANDS\_PRODUCTIONSTILLS\_122A02\_CMP\_RD\_V001.1085.TIF



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BRANDS\_PRODUCTIONSTILLS\_122B02\_CMP\_JT\_V001.1039.TIF



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MORE EPISODE STILLS AVAILABLE ON MEDIA BOX







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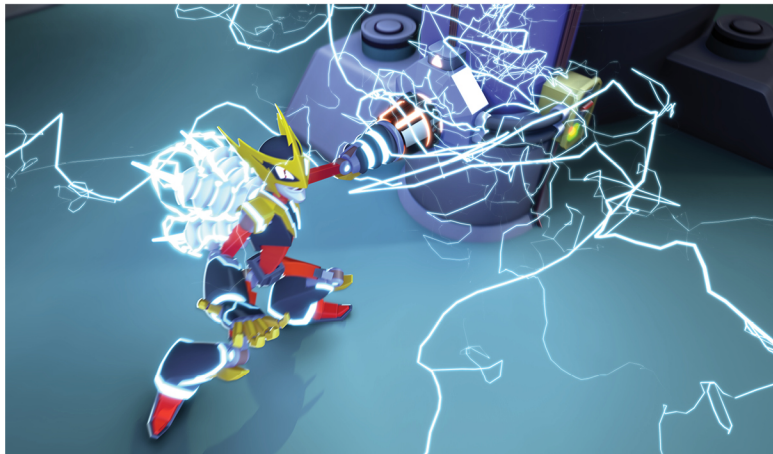
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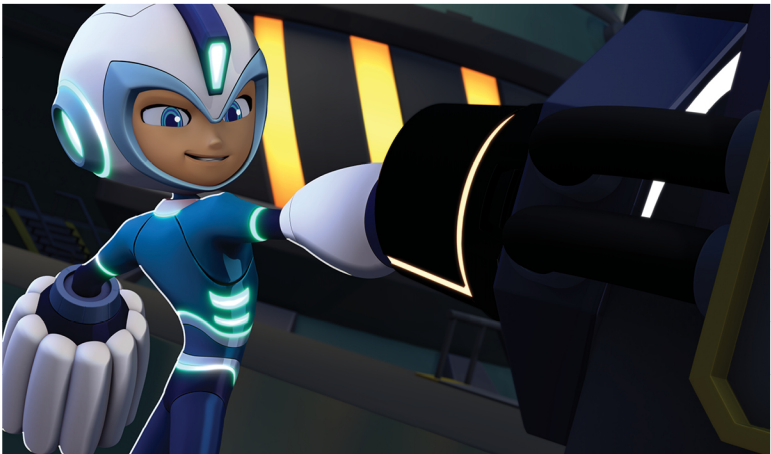
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MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





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BRANDS\_PRODUCTIONSTILLS\_124A03\_CMP\_JB\_V002.1058.TIF



BRANDS\_PRODUCTIONSTILLS\_124B01\_CMP\_KL\_V001.1059.TIF



BRANDS\_PRODUCTIONSTILLS\_124B02\_CMP\_JT\_V001.1026.TIF



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MORE EPISODE STILLS AVAILABLE ON MEDIA BOX





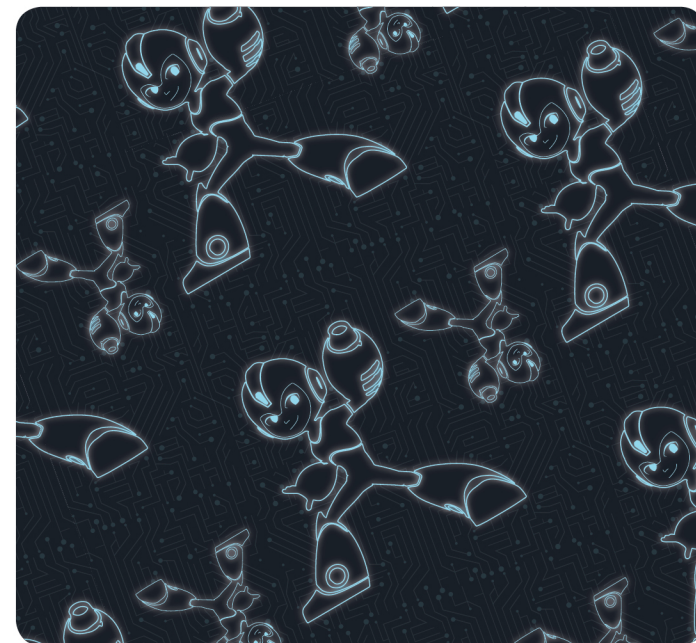
# GRAPHIC ASSETS



# GRAPHIC ASSETS



MMFC\_CG\_01.PSD

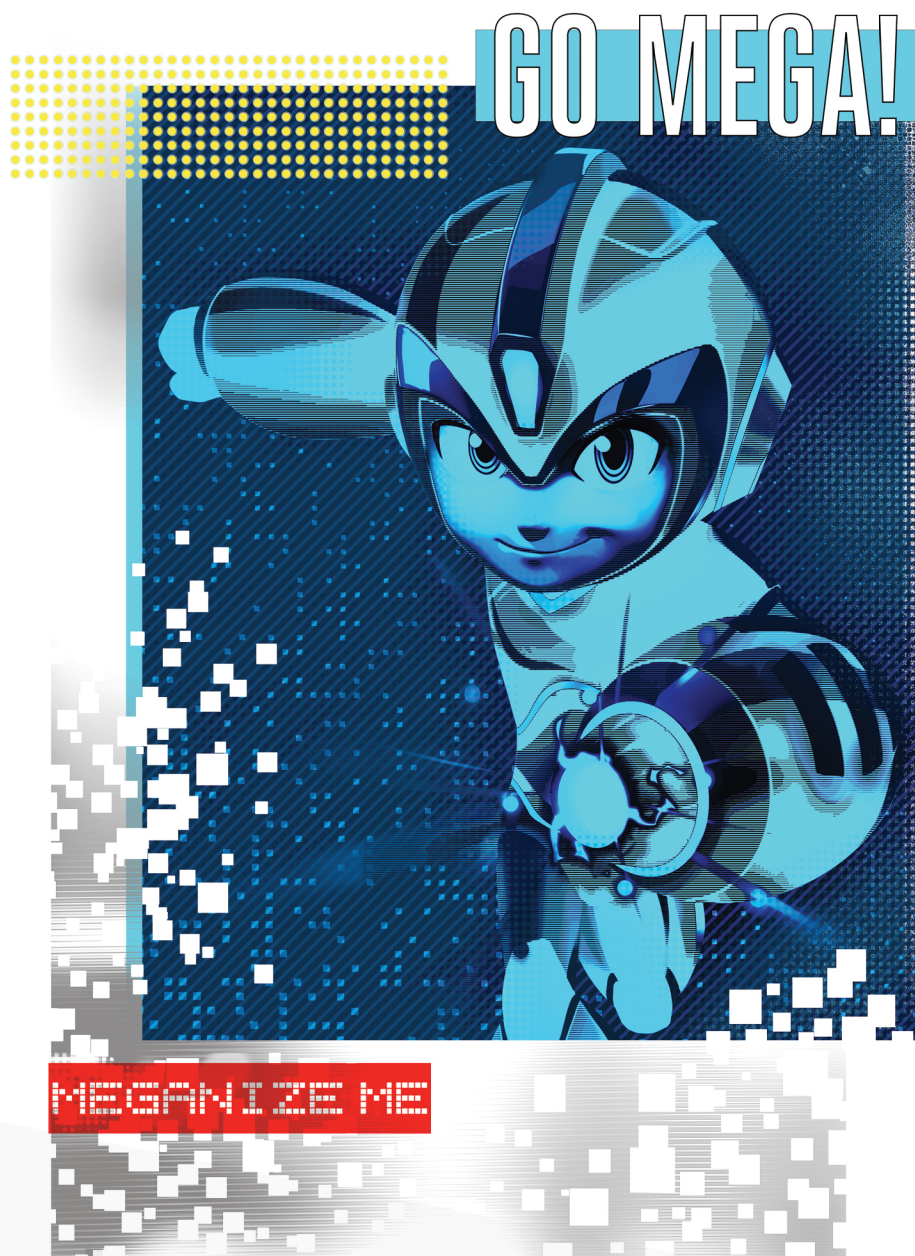


MMFC\_PTN\_01.AI



MMFC\_PTN\_02.AI





MMFC\_CG\_02.PSD



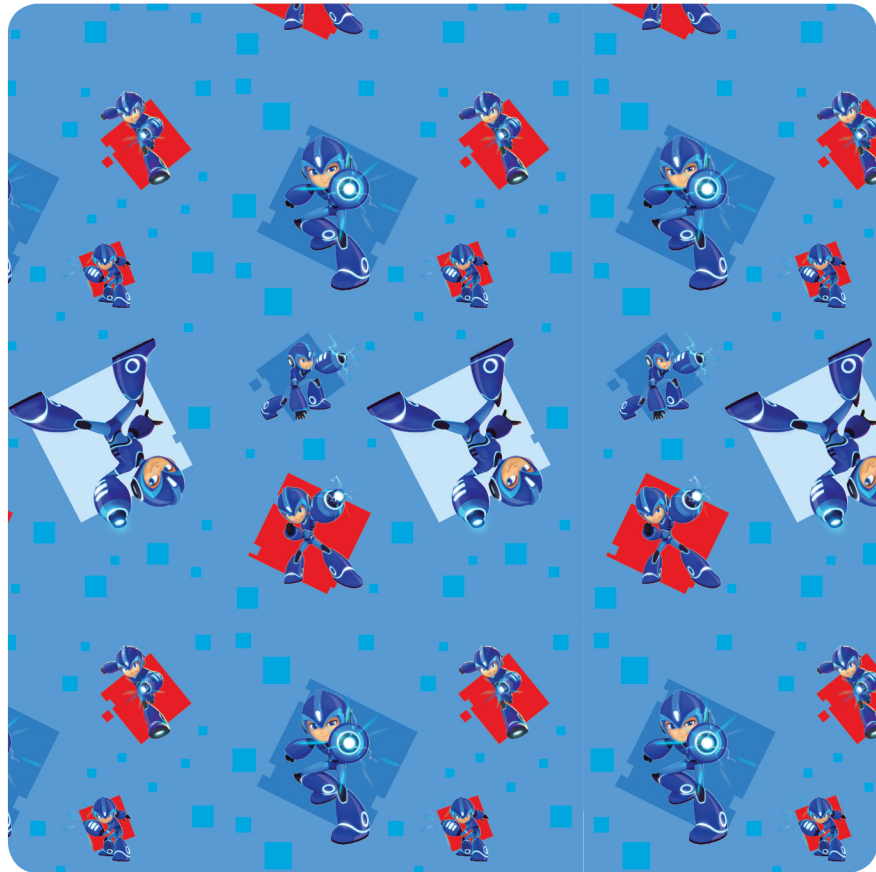
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GRAPHIC ASSETS



MMFC\_PTN\_03A.AI



MMFC\_PTN\_03B.AI



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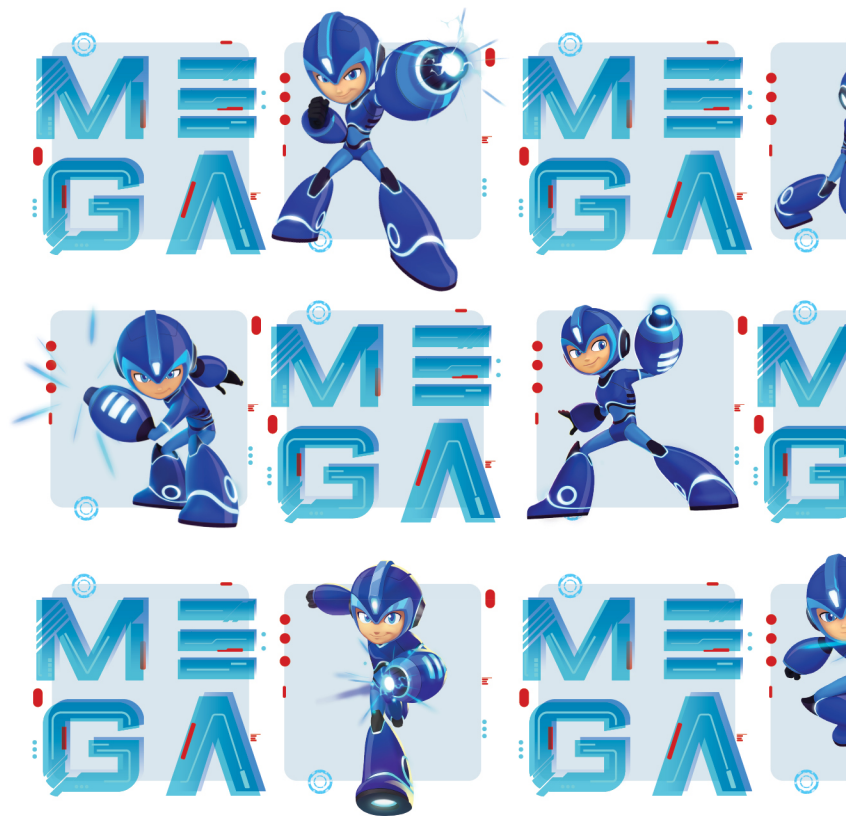




# GRAPHIC ASSETS



MMFC\_CG\_05.PSD



MMFC\_PTN\_04.AI









# GRAPHIC ASSETS



MMFC\_CG\_08.AI



MMFC\_PTN\_05.AI





# GRAPHIC ASSETS



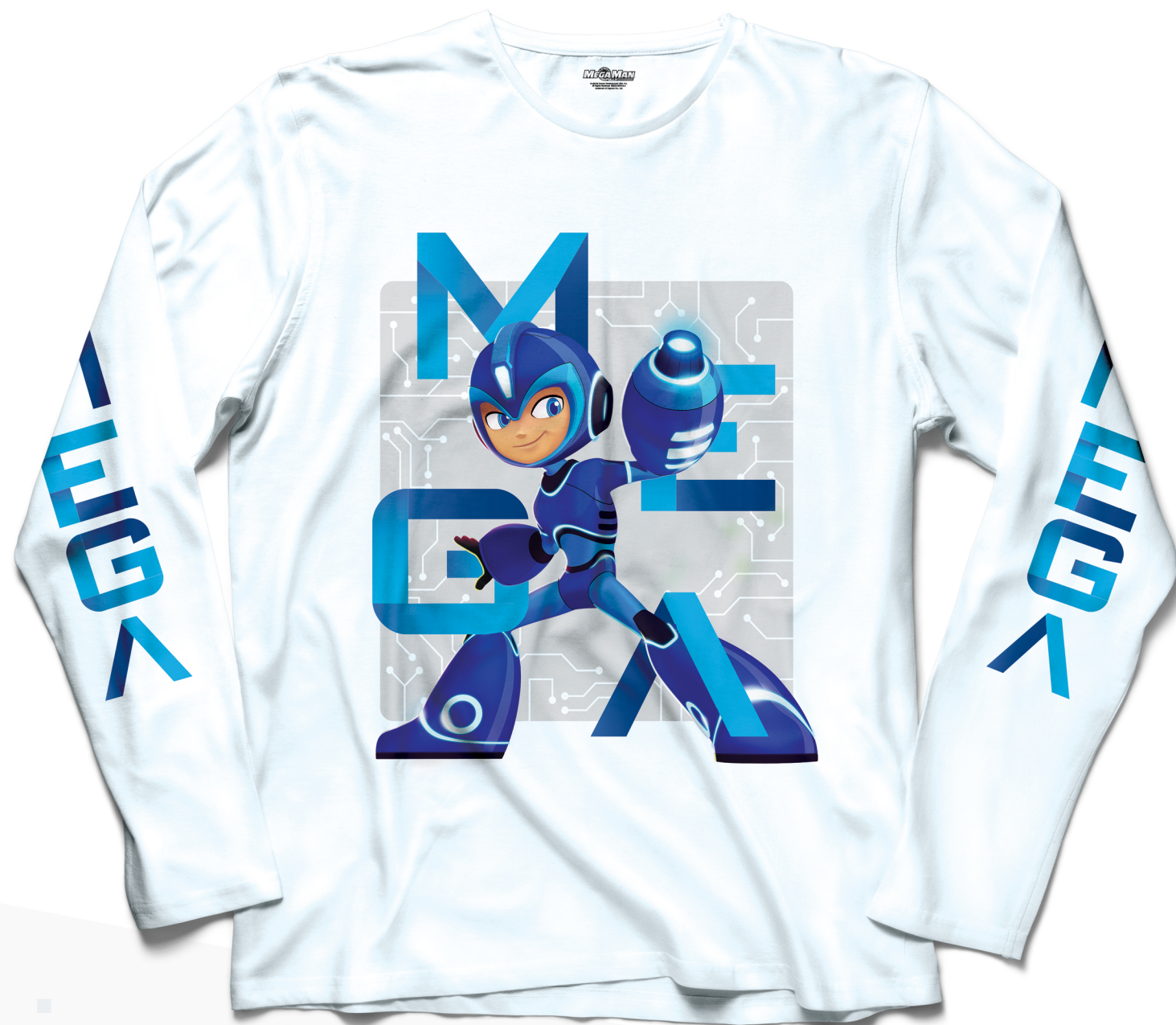
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MMFC\_CG\_10.PSD







MMFC\_CG\_11.PSD



GRAPHIC ASSETS



MMFC\_CG\_12.AI



MMFC\_PTN\_06.AI



MMFC\_PTN\_07.PSD



# GRAPHIC ASSETS



MMFC\_CG\_13.PSD



MMFC\_CG\_14.PSD



MMFC\_CG\_15.PSD



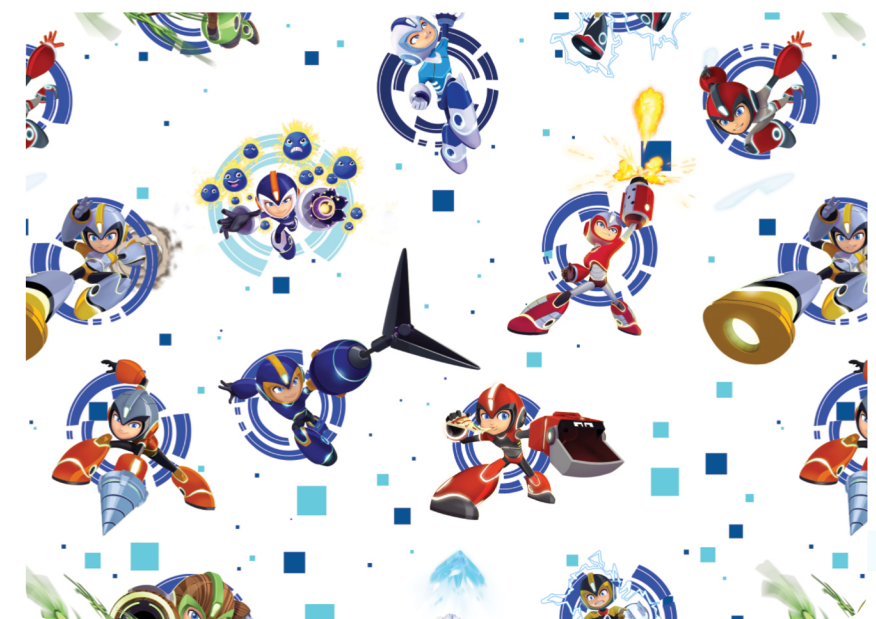




MMFC\_CG\_16.AI



MMFC\_PTN\_08.AI



MMFC\_PTN\_09.PSD





MMFC\_CG\_17.PSD



MMFC\_CG\_18.PSD

GRAPHIC ASSETS



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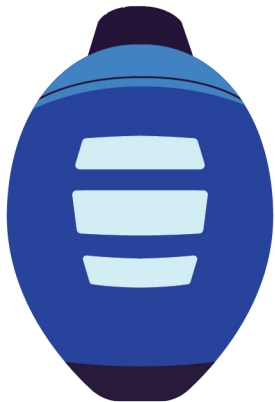
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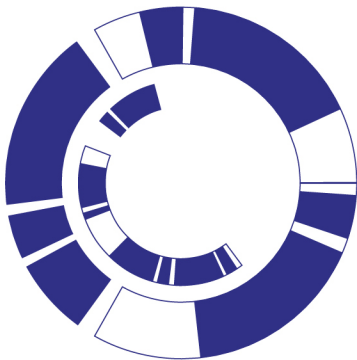
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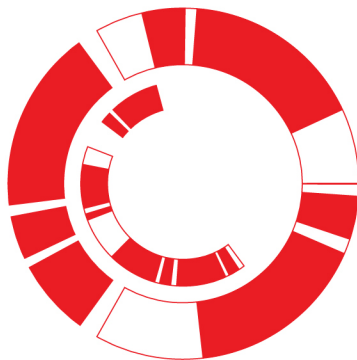
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MMFC\_IC\_05.AI



MMFC\_IC\_06.AI



MMFC\_IC\_07.AI



MMFC\_IC\_08.AI



MMFC\_IC\_09.AI



POWERPOINT TEMPLATE IS AVAILABLE  
FOR PRESENTATION PURPOSES

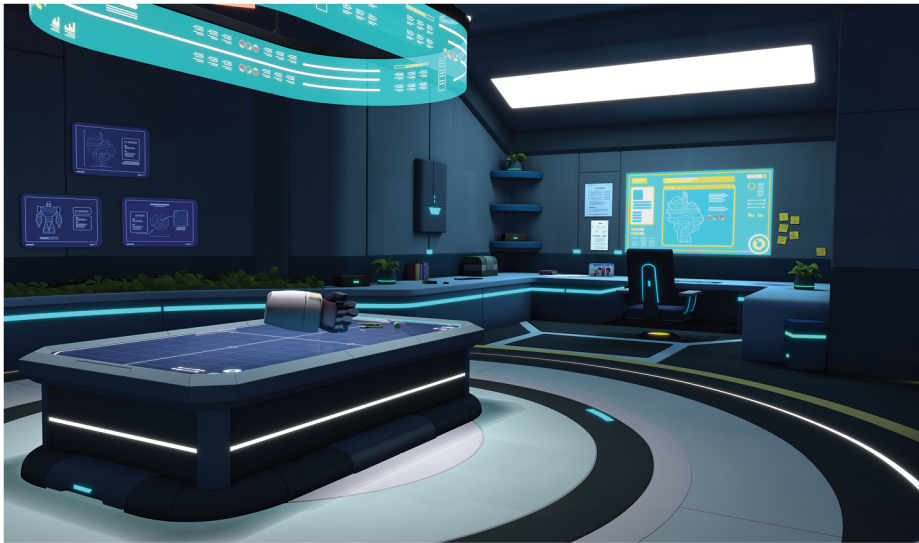
ALL ICONS CAN BE USED IN E.G. PPT PRESENTATIONS, AS VISUAL BRANDING ELEMENTS OR 'HOLDING DEVICES' FOR COPY CALLOUTS.



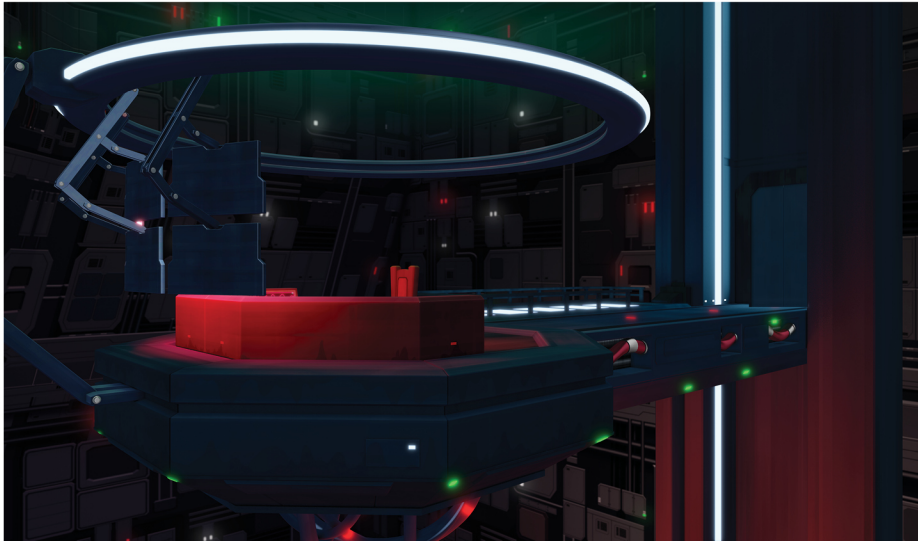
BACKGROUNDS



LIGHTHOUSE\_EXTERIOR.PSD



LIGHTHOUSE\_INTERIOR\_DRLIGHTLAB.PSD



MATRIX\_INTERIOR.PSD



MEGAMINHQ.PSD



SILICONCITY\_DOWNTOWN.PSD



## DO'S AND DONT'S



### DO

FOCUS ON MEGA MAN!  
HE IS THE HERO OF THE SHOW AFTERALL!

### DO NOT

FEATURE MORE THAN ONE MEGA MAN POSE  
UNLESS IT'S A PATTERN!

### DO NOT

FLIP CHARACTER ART



### DO

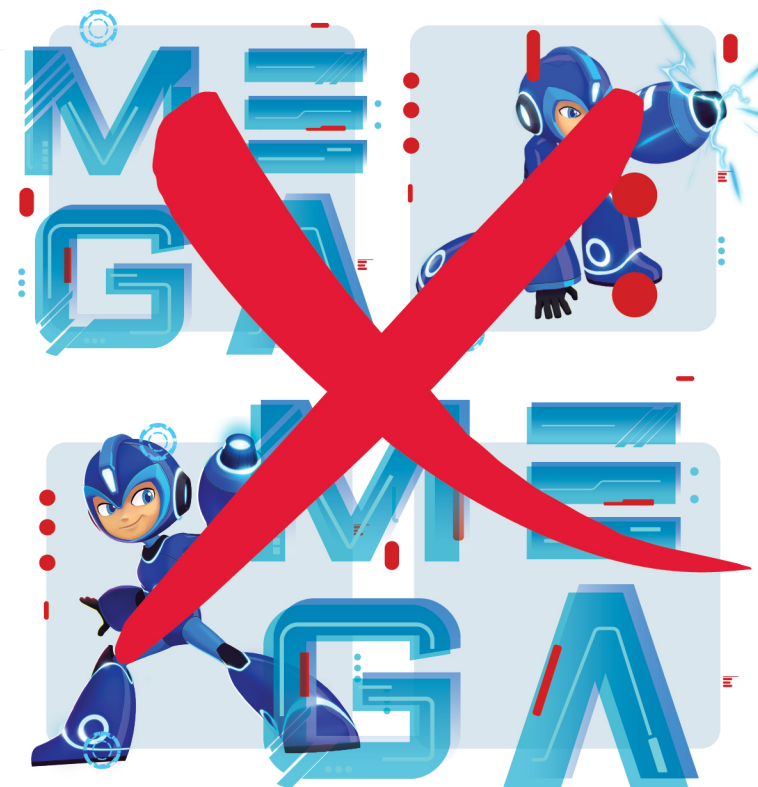
CAPTURE THE QUIRKY PERSONALITIES OF  
THE CHARACTERS IN YOUR PRODUCT!

### DO NOT

CUT THROUGH THE EYES, MOUTH OR FEET  
IN A MANNER IT LOOKS ACCIDENTAL.



## DO'S AND DONT'S



### DO

COMBINE ARTWORK WITH ICONS FOR AN IMPACTFUL DESIGN!

### DO NOT

PRIORITIZE THE USE OF EDITORIAL AND ICONS OVER CHARACTER ARTWORK.



### DO

USE THE CORRECT, FULL MEGA MAN FULLY CHARGED SERIES LOGO.

### DO NOT

EDIT OR MODIFY THE LOGO IN ANY WAY. USE THE NAME 'MEGA MAN' WITHOUT THE TITLE 'FULLY CHARGED.' DO COLOR SHIFTS TO THE CHARACTER ART WITHOUT SUBMITTING FOR OFFICIAL APPROVAL.

***DIGITAL ART***







MMFC\_KA\_HORIZONTAL 2242 x 1600.PSD





MMFC\_KA\_VERTICAL 1600 x 2242.PSD





MMFC\_SE\_POSTERS\_V1.JPG





MMFC\_SE\_POSTERS\_V2.JPG



PUBLICITY STILLS



MEGAMANFULLYCHARGED\_PUBICITYSTILL\_BATTLE.PSD



MEGAMANFULLYCHARGED\_PUBICITYSTILL\_MEGAMINI.PSD



MEGAMANFULLYCHARGED\_PUBICITYSTILL\_MEGAMANTRANSFORMATION.PSD



MEGAMANFULLYCHARGED\_PUBICITYSTILL\_TEAMNIGHT.PSD



MEGAMANFULLYCHARGED\_PUBICITYSTILL\_TEAMLIGHT.PSD



***PACKAGING***





**FEBROTESK 4F UNICASE BOLD ITALIC**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Heroic Condensed Pro Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

PLEASE NOTE, WHEN POSSIBLE, IT IS RECOMMENDED THAT THE PACKAGING BE PRINTED USING A 5TH COLOR TO RETAIN THE VIBRANCY AND BRIGHTNESS OF THE CHARACTER ART.



DARK BLUES  
PMS BLUE 072 C



LIGHT BLUES  
PMS 298 C

THE COLORS SHOWN THROUGHOUT THIS STYLE GUIDE MAY NOT HAVE BEEN EVALUATED BY PANTONE, INC. FOR ACCURACY AND MAY NOT MATCH THE PANTONE COLOR STANDARDS. PANTONE® IS A REGISTERED TRADEMARK OF PANTONE, INC.

ALL FONTS CAN BE PURCHASED AT MYFONTS.COM



FEBROTESK 4F UNICASE BOLD + ITALIC

CALLOUT OPTIONS PROVIDED ON A SEPERATE PAGE FOR CUSTOMIZATION AND FLEXIBILITY.

FEBROTESK 4F UNICASE BOLD + ITALIC

FEBROTESK 4F UNICASE BOLD + ITALIC





FRONT



NAMETAG

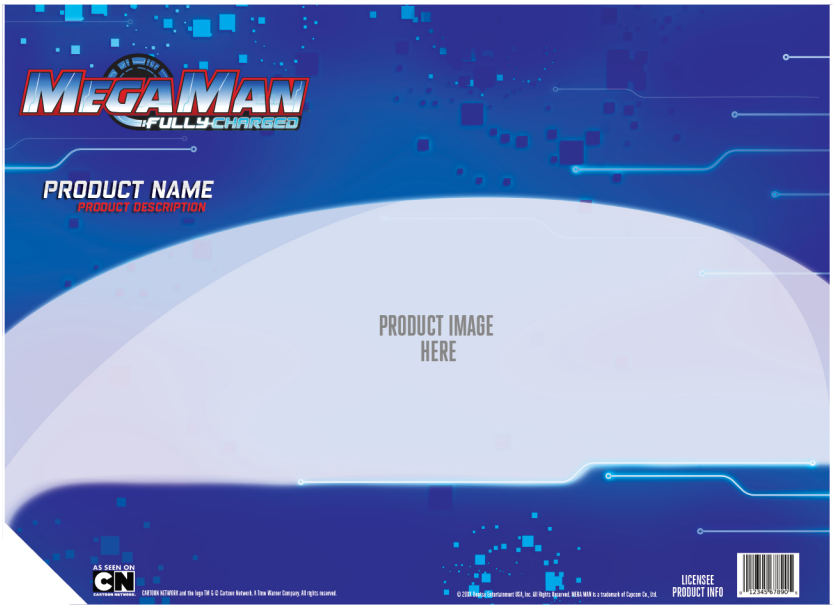


BACK





MMFC\_WindowBox.AI



INSERT

BACK

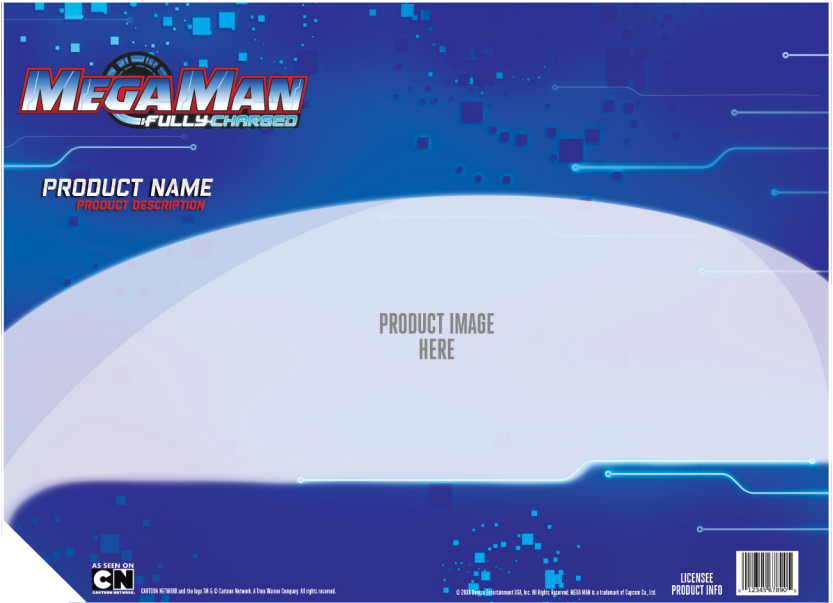


PACKAGING

CLOSED BOX



MMFC\_ClosedBox.AI



BACK





HANG TAG STICKER



FRONT

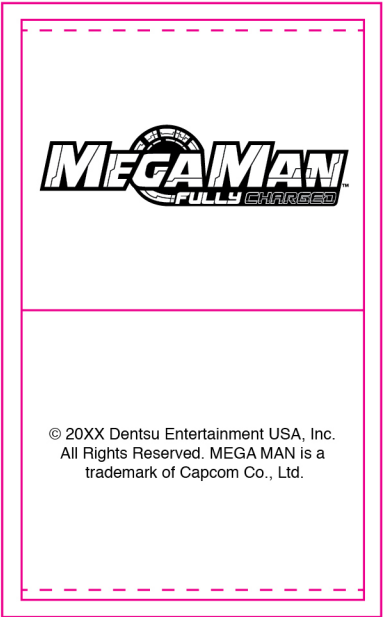
MMFC\_HANGTAG.AI



BACK

NOTE: PREFERRED USE OF HANGTAG IS AS A PEEL OFF STICKER.

NECK LABELS



SEWN-IN

MMFC\_SEWN-IN.AI



WOVEN/PAD PRINT

MMFC\_WOVEN\_PADPRINT.AI



CALLOUT 01



CALLOUT 02



CALLOUT 03



CALLOUT 04

MMFC\_CALLOUTS.AI



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